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TO: Dr. R. M. Ikeda November 28, 1967

FROM: F. A. Lowman

SUBJECT: Comparison of FTC Tar Data of the Federal Trade Commission, the Tobacco Institute Testing Laboratory and Philip Morris

Comparisons were made between the Federal Trade Commission "FTC Tars" reported November 22, 1967, the Tobacco Institute Testing Laboratory Market Sample #1, and Philip Morris CI October 1967. See attached table and graphs. An August market sample was split between the FTC and TITL laboratories. Philip Morris FTC Tars are approximately one milligram lower than values reported by the FTC and TITL.

Differences between the Philip Morris C.I. October 1967 data and data from the August TITL-FTC market sample could be due to brand changes, see below, and butt lengths to which cigarettes were smoked.

Brand	Changes	Change Reported in CI Report No.
Carlton, 85	increase in filter dilution	10-67
King Sano, 85	increase in by-products	9-67
Kool, 85	blend	8-67
Lucky Strike, 85	single to dual filter	9-67
Pall Mall, 95	increase in tipping paper length	7-67
Pall Mall, 100 Plain & Menthol	increase in filter and tipping paper lengths	10-67
	increase in reconstituted tobacco	9-67
Tareyton 100	increase in tipping paper length	10-67

FAL:rab

F. A. Lowman/RS

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